

(j) CLAIMS

1. I claim a method, in conjunction with claim 3. below, for forecasting the percent of a given market size, as provided in units of currency, that is to be captured by a forecasting business (the business doing a forecast), in a business (non-consumer) market, during a given forecast period, by dividing a number representing the total strength of market resources to be applied to such a market by a forecasting business (the business doing a forecast), by a number representing the total strength of market resources to be applied to the same market by all competitors, including a forecasting business (the business doing a forecast).
2. I claim a method, in conjunction with claim 3. below, for forecasting the portion, in units of currency, of a given market size as provided in units of currency, that is to be captured by a forecasting business (the business doing a forecast) in a business (non-consumer) market, during a given forecast period, by multiplying the result of claim 1. above, by the aforementioned, in this claim, given market size as provided in units of currency.
3. I claim a method for forecasting, for a forecasting business (the business doing a forecast), a product/service pricing ratio, that would be necessary for a forecasting business (the business doing a forecast) to use when competing against the forecasting business' leading competitor in order to attain its forecasted market share as defined per claims 1. and 2. above, by dividing a number representing the total market receptivity of a forecasting business (the business doing a forecast), by a number representing the total market receptivity of the forecasting business' leading competitor.
4. I claim a method, in conjunction with claim 3. above, for forecasting the percent of a given market, as provided in units of currency, that is to be captured by a forecasting business' leading competitor in a business (non-consumer) market, during a given forecast period, by dividing a number representing the total strength of market resources to be applied to such a market by a forecasting business' leading competitor, by a number representing the total strength of market resources to be applied to the same market by all competitors, including a forecasting business (the business doing a forecast).
5. I claim a method for forecasting the percent of a given market size, as provided in units of currency, that is to be captured by all other competitors (competitors exclusive of a forecasting business (the business doing a forecast) and its leading competitor), in a business (non-consumer) market, during a given forecast period, by dividing a number representing the total strength of market resources to be applied to such a market by all other competitors (competitors exclusive of the forecasting business and its leading competitor), by a number representing the total strength of market resources to be applied to the same market by all competitors, including a forecasting business (the business doing a forecast).